

**AGENDA ITEM VI D**

**PROGRESS REPORT ON CONDITIONALLY APPROVED PROGRAM**

**UNIVERSITY OF NEW ORLEANS**

**M.S. IN HOSPITALITY AND TOURISM MANAGEMENT**

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#### **M.S. IN HOSPITALITY AND TOURISM MANAGEMENT**

##### **BACKGROUND INFORMATION**

At its meeting of March 27, 2003, the Board of Regents took the following action:

**Conditional approval is granted for the proposed M. S. program in Hospitality and Tourism Management (CIP Code 52.0901) at the University of New Orleans, effective immediately. By April 1, 2004, the University of New Orleans shall submit a report to the Commissioner of Higher Education, documenting progress made toward fulfilling the consultants' recommendations.**

##### **STAFF ANALYSIS**

A report was received from the University of New Orleans (UNO) on May 12, 2004. In the report, the University indicates that the program is just completing its first year; a full cycle of courses will not be completed until the end of Fall Semester, 2004. The report provides a view of the program at its current stage of development and addresses implementation of suggestions of the External Review Committee, which are shown in italics.

#### **1. Program**

***It is recommended that UNO focus only on regional and AACSB accreditation for the proposed program.***

This has been accepted and the program forms part of the College of Business graduate offerings. The courses in the program are also available to MBA students as either a concentration or electives.

Staff Note: UNO is required by AACSB to report the development of any program within the College of Business. Such a program is then granted accreditation under existing authorization until the time of the next collegiate application.

***We recommend that the School consider simplifying the degree title to Master in Hospitality and Tourism Management.***

This has been changed and all information disseminated (electronic and hard copy) reflects this change.

## **2. Program Structure**

***The School should consider requiring such students (not business graduates) to take MBA foundation courses....***

It is agreed that students without an undergraduate education in Hotel, Restaurant and Tourism (HRT), Business or sufficient business experience will be required to take 9 credit hours of foundation courses consisting of Fin.4400, MKT. 4400 and Acct.4400. For entering students with at least five years of experience in business, this requirement could be waived.

***The committee does not recommend a thesis requirement....***

It is agreed that the thesis element will be made an elective. A large enrollment in the thesis option is not anticipated, but it does offer flexibility for those students that may wish to study subsequently for a terminal degree.

***All courses [should] be referenced as hospitality and tourism....***

It is agreed that all course titles should use the title Hospitality and Tourism, which was shown in catalog course descriptions .

***The committee notes that course sequencing is limited....***

The course sequence is only indicative and will have flexibility built-in to facilitate both full and part time students, especially those from industry.

## **3. Financial Support**

***The School has committed a \$65,000 base salary for a new faculty....***

This position has been filled at the stated salary level by an individual with expertise in the teaching of technology, finance and revenue management.

***The School ... will hire another position through the endowment.***

A visiting professor has been hired.

***The committee thinks that there is a need for two GA's funded by the University.***

Two GA's have been employed via the College budget allocation for the Kabacoff School of HRT.

***The academic director should be given appropriate course release.***

An academic coordinator has been appointed with appropriate release.

#### **4. Faculty**

***The School is currently searching for faculty to fill its need to teach hospitality and tourism technology and finance.***

This position has been filled at the stated salary level with someone specializing in the teaching of technology, finance and revenue management (see above).

#### **5. Students**

***The committee recommends the academic director should facilitate the development of a marketing plan once the degree program is approved.***

A marketing plan and strategy has been developed within the financial limitations of the School. A brochure was produced and mailed to other HRT schools. Local and regional advertisements have been used and a program representative has participated in a number of local and regional information sessions. Prominence is given to the Masters program at booths taken by the School at the National Restaurant Show and the National Hotel Show.

#### **6. General Comments and Suggestions**

***The committee strongly recommends that the proposed program explore opportunity for making full use of the opportunities the Center (Hospitality Research Center) provides.***

While statistics and ongoing research is used in the teaching process for MSHTM, due to staffing changes full integration and use of the Center has not yet been achieved. However, the program is in its infancy; it is anticipated that full utilization of the Center occur over the coming year.

***Since this is a new program, UNO should learn from others who have established graduate programs in major tourist destinations. At least one peer and one 'aspiration' school should be identified as benchmarks for the new degree program.***

The School has identified the University of South Carolina as a peer school and the University of Massachusetts as the aspiration school. These have been selected because their profile in terms of reputation and numbers closely fit UNO's projections for its program in three years and seven years. Appropriate individuals at UNO are working with personnel at these programs to identify benchmarks for determining progress.

***Further, the School is encouraged to develop an evaluation process which would include periodic quality management assessments leading to program improvements.***

In conjunction with the above point of peer and aspiration schools, the Kabacoff School, as part of the College of Business, has developed internal quality checks that are appropriate for both the SACS and AACSB accreditation. It anticipated that these will provide the School with the quality checks required to ensure continuous improvement.

### **STAFF SUMMARY**

All recommendations of the ERC have been, or are being, addressed appropriately. The program appears to be progressing satisfactorily and has exceeded enrollment projections. It is also noteworthy that the increased number of graduate courses offered by this program has also attracted MBA students to take the courses and several are pursuing the MBA Concentration in Hospitality and Tourism. While no additional progress reports are deemed necessary, the staff notes that the University will have to support AACSB accreditation for this program at the time of collegiate reapplication.

### **STAFF RECOMMENDATION**

***The staff recommends that the Academic and Student Affairs Committee receive the 2004 Progress Report Relative to Implementation of the M.S. Program in Hospitality and Tourism Management at the University of New Orleans. As no further progress reports are deemed necessary, the program is hereby fully approved.***